* Creation of world class infrastructure;

* Special thrust to rural and small segment tourism;

* Attention to civilizational issues and issues pertaining to civic administration, good governance and also of social and cultural values; and

* Development of tourism circuits and tourism-cum-cultural hubs.

In addition the Government is implementing the following measures to attract tourists to India:

* Direct approach to the consumers through Electronic and Print media through the "Incredible India" Campaign.

* Creation of World Class Collaterals.

*' Centralized Electronic Media Campaign.

* Direct co-operative marketing with the Airlines, tour operators and wholesalers overseas.

* Greater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia.

* Participation in Trade Fairs & Exhibitions.

* Optimize Editorial PR and Publicity.

* Use of Internet and web marketing.

* Generating Tourist Publications.

* Re-enforced hospitality programmes including grant of air passages to invite the media personnel, tour operators on familiarization tour to India to get first hand knowledge on various tourism products.

Profits of overseas branches of SBI and IOB

*3. SHRI AMAR SINGH: Will the Minister of FINANCE be pleased to state:

(a) whether it is a fact that there had been drastic fall in the net profit of overseas branches of State Bank of India and Indian Overseas Bank during 2001-02, if so, the details thereof and the reasons therefor;

(b) what is the position of these banks reflected during the year 2002-2003; and

(c) what steps have been taken to improve the situation?

THE MINISTER OF FINANCE (SHRI JASWANT SINGH): (a) to (c) Yes, Sir. The net profits of overseas branches of State Bank of India and Indian Overseas Bank did decline during 2001-02. This was caused by the global economic situation resulting in several large accounts slipping into the NPA category. Net profits for the years ending March 2001, March 2002 and March, 2003 are as under:

(in USD million)

Name of the Bank	Net Profit		
	31.03.01	31.03.02	31.03.03
State Bank of India Indian	53.168	0.609	23.144
Overseas Bank	5.26	-2.70 (Loss)	-2.71 (Loss)

The Banks have respectively put in place a detailed strategic plan, tightened credit dispensation and credit monitoring. Consequently, net profits of Overseas Branches of State Bank of India increased in the year 2002-2003 and those of Indian Overseas Bank in 2003-04 (upto August 2003)

Pipeline for transportation of **oil**

†*4. SHRI KAPIL SIBAL:
SHRI LAJPAT RAI:

Will the Minister of PETROLEUM AND NATURAL GAS be pleased to/state:

(a) whether it is a fact that a project for laying of pipelines for transportation of oil has-been prepared by certain public sector oil compaines and sent for Government's approval;

(b) if so, the names of the companies by which such proposals have been sent to Government by October, 2003; and

† Original notice of the question was received in Hindi.